

**THE CITY OF KIRKLAND**  
**REQUEST FOR PROPOSALS (RFP)**  
**Professional Triathlon Production Companies**

The City of Kirkland (“City”) is soliciting proposals from professional athletic event production companies (“Company”) interested in producing a triathlon event (“Event”) in the City of Kirkland. Due to the impact of hosting a large event, the City only permits one triathlon per year. The company selected will not be hired as a contractor, but will be given an opportunity to produce the exclusive Event.

The Event is tentatively scheduled at Juanita Beach Park, 9703 NE Juanita Drive, Kirkland, WA 98034 on Sunday, September 9, 2012. The City will manage and produce a youth triathlon on Saturday, September 8, 2012. Although not required, it is preferred both events take place on the same weekend.

The company selected will be required to go through the Special Event Permit process. The Special Event Guide and application forms are provided with this RFP as information only.

**Submittal Instructions**

Proposals must be submitted no later 4:00 p.m. on Tuesday, January 24, 2012.

City of Kirkland  
Attn: Jennifer Schroder – Triathlon RFP  
505 Market Street, Suite A  
Kirkland, WA 98033

Emailed proposals should include “Triathlon RFP” in the subject line and be addressed to:

[jschroder@kirklandwa.gov](mailto:jschroder@kirklandwa.gov) (Emailed proposals must be in MS Word or PDF format.)

Questions regarding this RFP should also be addressed to Jennifer Schroder at the email address shown above or by phone to 425-587-3301.

**A. Request for Proposals**

This request for proposal is to identify a qualified company to produce the operations of a one-day triathlon event in Kirkland, Washington. Applicants will also find attached to this RFP the standard City of Kirkland Special Event Permit application to be used for the Event. Proposal evaluation criteria will include relevant experience, proposed terms, quality of services, and cost benefit analysis.

**B. General Disclaimer**

This RFP does not commit the City to award a contract. Any response, including written documents and verbal communication, by any Respondent to this RFP, shall become the property of the City and may be subject to public disclosure by the City.

## C. Project Details

The City of Kirkland is seeking proposals from companies that wish to manage and operate a triathlon event in Kirkland, providing administrative, marketing, public relations, revenue generation, and operational oversight of the event. The Company would assume all operating costs for the Event and would have the discretion to establish revenue sources, including sponsorships, entrance fees and other revenue-generating activities.

As part of operating the triathlon, the Company would be expected to coordinate with the City of Kirkland and pay for certain services, including police, fire, and EMS support. While City related costs can change based on several variables (such as Event route and the number of Police Officers), in the past 3 years these costs ran approximately \$13,000 each year.

The selected Company will coordinate event planning with the City, maintaining consistent communication in its oversight of the plans, timeline progress, and execution while coordinating with the City's Special Event Coordinator.

The City has the following goals for the Event:

- Promote the City of Kirkland to visitors by ensuring a safe, high quality experience for athletes and their families;
- Support the Kirkland economy and increase the economic activity (both in direct and indirect spending) attributable the event;
- Encourage healthy lifestyles for local residents.

Proposals should address how the Event would support these goals. In addition, proposals should address the following:

1) All submitted proposals should include a detailed plan to attain success in the following areas:

- Operations
  - Overall Management Structure for Events
  - Registration
  - Proposed Course Route and Management (optional – not required)
  - Recruitment and Use of Volunteers
  - Any Ancillary Events or Activities
- Marketing and Public Relations
  - Public Relations
  - Participant Attraction and Recruitment
  - Merchandise
  - Business and Community Outreach
  - Vendors and Subcontractors

2) Proposals should also include the following background information:

- Introduction / Company Profile
- Related Experience in other venues, noting Company's experience working with municipal departments to ensure public safety and traffic control
- Summary of Current Clients
- Expectations of City Participation

#### **D. Proposal Format**

1. Proposals submitted in response to this RFP must include a cover letter signed by the person authorized to issue the proposal on behalf of the Company, and the following information, in the sections and order indicated:

a. Table of Contents

b. Introduction / Company Profile

Provide a narrative description of the Company itself, including the following:

- Company's business identification information, including name, business address, telephone number, and website address;
- A primary contact for the Company, including name, job title, address, telephone and fax numbers, and email address;
- A description of Company's business background, including, if not an individual, Company's business organization (corporation, partnership, LLC, for profit or not for profit, etc.), whether registered to do business in Kirkland and/or the State of Washington.
- Any other information about Company's business organization that Company deems pertinent to this RFP.

c. Project Understanding

Provide a brief narrative statement of proposed event, including: site layout, routes, activities/celebrations, vendors/sponsors, use of volunteers, etc., participant safety, and other details necessary to achieve the objectives of the project that is the subject of this RFP.

d. Statement of Qualifications/ Relevant Experience

Provide a statement of qualifications and capability to conduct the event sought by this RFP, including a description of relevant experience with projects that are similar in nature, size and scope to that which is the subject of this RFP.

e. References

Provide at least three references, preferably for projects that are similar in type, scope, size and/or value to the event management sought by this RFP. For each reference, include the name, address and telephone number of a contact person.

## **E. Selection Process**

Proposals will be evaluated by Department of Parks and Community Services staff. Proposals will be analyzed based on criteria, including but not limited to the following:

### Experience

- Specialized experience
- Documented prior experience in handling project(s) of similar size and scope
- Demonstrated ability to meet deadlines
- Demonstrated ability to recruit volunteers

### Proposed plan of action

- Innovativeness of solution
- Utilization of best practices
- Ability to meet application deadlines
- Staffing model

### Superior prior experience, as confirmed by references

### Superior skill and reputation, including timeliness and demonstrable results, as confirmed by references; and

### Meets qualification requirements as set forth in the RFP.